



HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10014768-1

Inventor(s): Kemal GULER et al.

Confirmation No.: 9384

Application No.: 09/903,075

Examiner: Sara M. CHANDLER

Filing Date: 07/10/2001

Group Art Unit: 3693

Title: A METHOD AND SYSTEM FOR SELECTING AN OPTIMAL AUCTION FORMAT

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT**

Transmitted herewith is/are the following in the above-identified application:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Response/Amendment   | <input type="checkbox"/> Petition to extend time to respond |
| <input type="checkbox"/> New fee as calculated below   | <input type="checkbox"/> Supplemental Declaration           |
| <input checked="" type="checkbox"/> No additional fee  |   |
| <input checked="" type="checkbox"/> Other <u>Original Declaration/Oath and Substitute Declaration/Oath</u> | Fee \$ 0  |

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	24	MINUS	24	= 0	X \$50	\$ 0
INDEP. CLAIMS	3	MINUS	3	= 0	X \$210	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$370	\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$460	<input type="checkbox"/> 3rd Month \$1050	<input type="checkbox"/> 4th Month \$1640		\$ 0
OTHER FEES						\$ 0
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.

Date of Deposit: 12/05/2007

Typed Name: Ilene L. Fish

Signature: 

Respectfully submitted,  
Kemal GULER et al.

By 

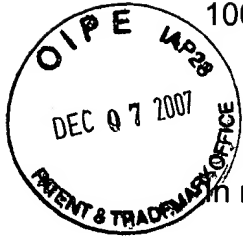
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Reg No. : 35,398

Date : 12/05/2007

Telephone : 408-377-0500



10014768-1

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Guler et al.

Serial No. 09/903,075

Filing Date: July 10, 2001

For: A METHOD AND SYSTEM FOR  
SELECTING AN OPTIMAL  
AUCTION FORMAT

Examiner: Chandler, Sara M.

Art Unit: 3693

Commissioner for Patents  
P.O. 1450  
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action mailed September 5, 2007, the following amendments and remarks to the above captioned patent application are respectfully submitted.

Amendments to the claims begin on page 2 of this response.

Remarks begin on page 14 of this response.